

This document shows where
we are on the development of
the **Oxford Waste Partnership**
logos for the meeting
30th March 07

comments in red are designer conclusions

last two pages show two alternative identities

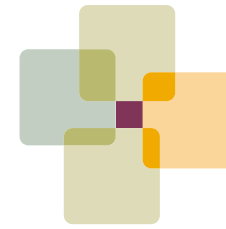
Identities selected to develop

1



Oxfordshire
Waste Partnership

2



Oxfordshire
Waste Partnership

What we are developing...

and why

Type weight size and position

- To explore the relationship between type and graphics to ensure the identity can work when there is limited space (both width and depth)
- To ensure 'waste' and/or 'waste partnership' is emphasised to differentiate the 'waste partnership' from other council partnerships

Graphic line weight and shape

- To ensure legibility when it's reduced in size
- To differentiate it further from any other logos eg. logo 2 and 'Beacon council' logo'
- To ensure it works in black and white
- To ensure the colours work with other council & WRAP logos
- To see if the graphic element can be made to identify the partnership on it's own
- To see if one identity adds more value or works better than another
- To see how it could be used in combination with all council logos

Type weight size and position

- To explore the relationship between type and graphics to ensure the identity can work when there is limited space (both width and depth)

1

2

Logos selected to develop shown here occupying **same width** (100mm wide)



conclusion -

we would need stacked type versions of both logos but the type needs to be larger in relation to the graphic on 1

occupying **same depth** (100mm wide)



conclusion -

the type could also be slightly larger, in relationship to the graphic on 2

Type weight size and position & graphic line weight and shape

- To ensure the identity can work when there is limited space
- To differentiate it further from any other logos



Straight lined graphic
type aligned to box



Curved line graphic
type aligned to box



Curved line graphic
type **aligned to box** and line



Straight line graphic
type **aligned to box and line**

conclusion -

- straight lines look cleaner
less fussy, type aligned to box
and line is recommended
will scale better

conclusion -

(doesn't look too
similar to Beacon
Council identity)



Graphic line weight and shape ● To ensure the colours work with other council & WRAP logos the colours are more accurate on the hard copies supplied

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

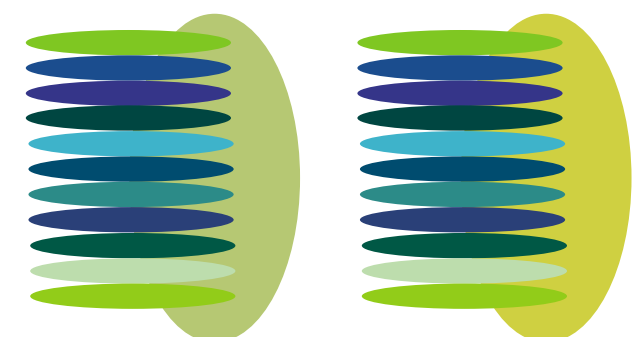
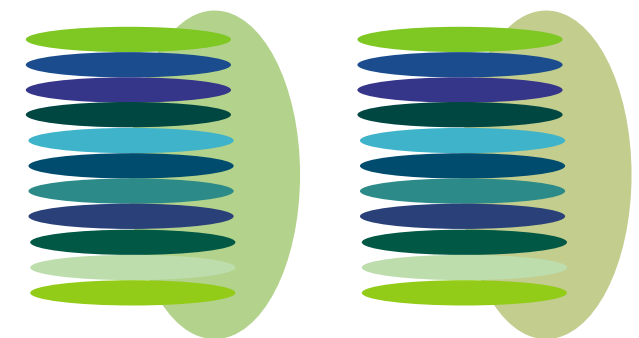
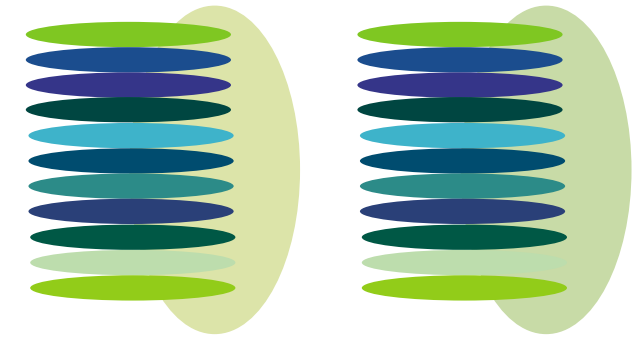
 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

swatch of council &
WRAP colours with
colour options



Graphic line weight and shape ● To ensure the colours work with other council & WRAP logos

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

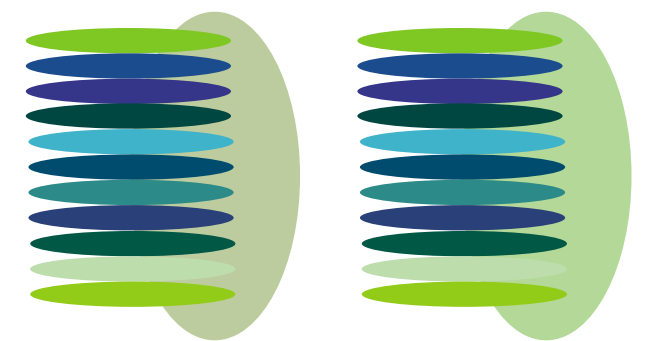
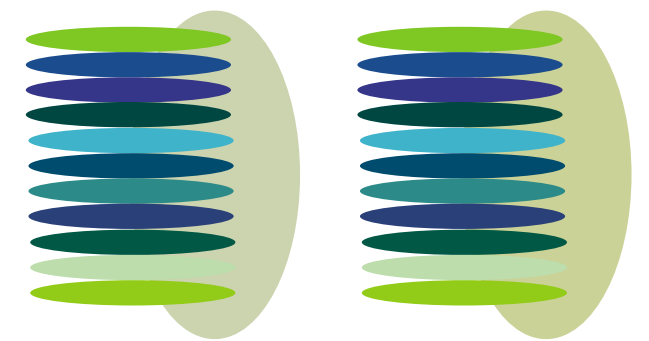
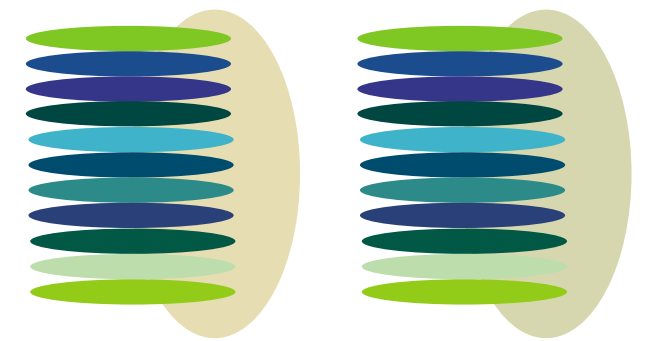
 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership ●

 Oxfordshire
Waste Partnership

 Oxfordshire
Waste Partnership

swatch of council &
WRAP colours with
new colour



1

- conclusion -**
- this colour combination works at different sizes and has contrast with other council logos but also tones well with them

Graphic line weight and shape

- To ensure it works in black and white / white out and on WRAP green



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



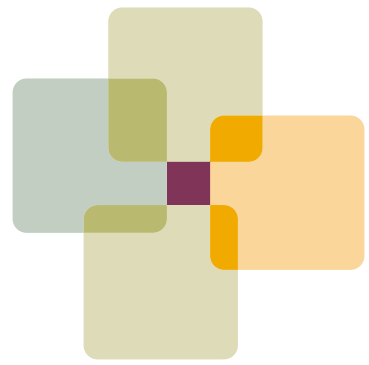
Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership

Graphic line weight and shape

● To ensure it works in black and white / white out and on WRAP green



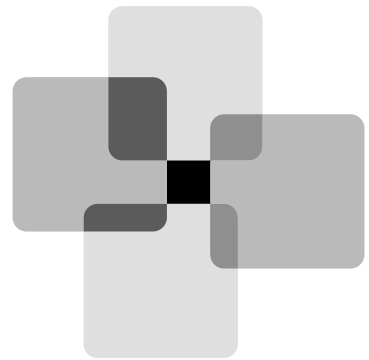
Oxfordshire
Waste Partnership



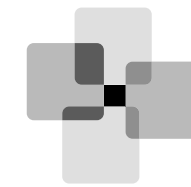
Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



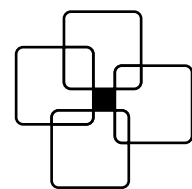
Oxfordshire
Waste Partnership



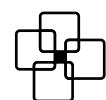
Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership

2

Graphic line weight and shape

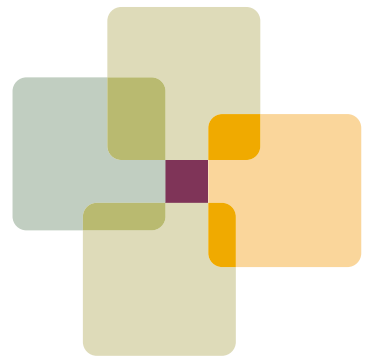
- To ensure legibility when it's reduced in size



- **conclusion -**
the identity with the simpler shapes and less lines is more robust when reduced in size

Graphic line weight and shape

- To see if the graphic can be made to identify the partnership on it's own



- **conclusion -**

Logo 2 works better on it's own with 'OWP' added. The small black and white version shows that it works better at a smaller size than Logo 1

Graphic line weight and shape

● To see if one identity adds more value or works better than another

Elements of this identity offer more possibilities

Overlapping graphic can be used in presentations

For headings

and tables

and highlighting

For

web news

&

For
report
covers

● **conclusion -**
Logo 2
can deliver good value

and bullets

Graphic line weight and shape

- To see how it could be used in combination with council logos & WRAP green

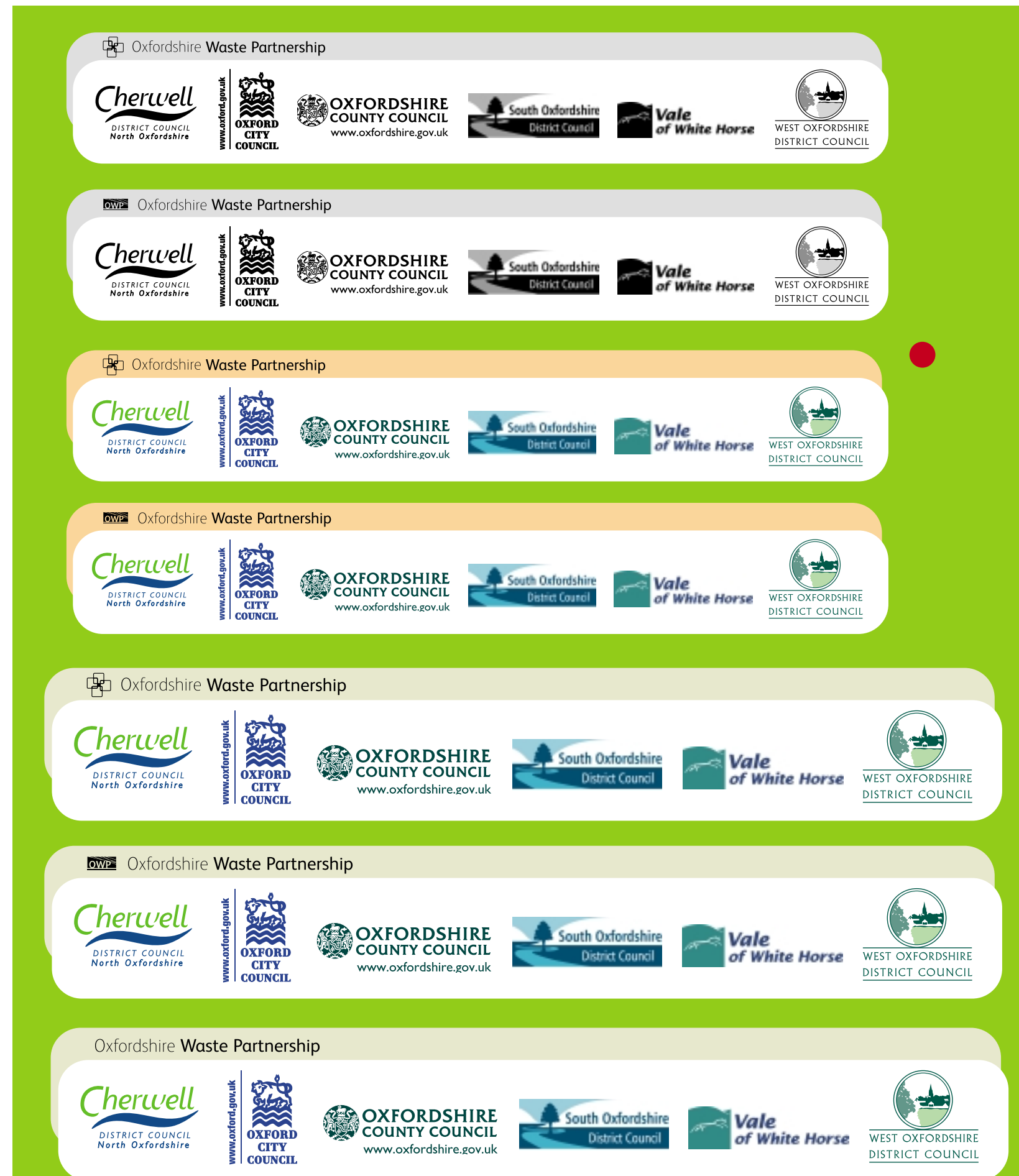


conclusion -

- The council logos work together better in Black and white than in full colour ie. look more consistent/ coherent.

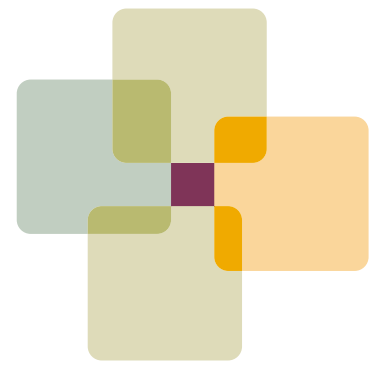
Logo 2 is more legible when used as a small sign off/ header
 The light orange works well in contrast to the other logos and visually unifies the group better than the less obtrusive green (places emphasis more on the partnership itself).

- The logotype on it's own works well too





Oxfordshire
Waste Partnership



Oxfordshire
Waste Partnership